

**THE HOTTEST TICKET IN TOWN!**

**LIVE!  
3 DAYS ONLY!**

**104<sup>TH</sup> ANNUAL  
GEORGIA CHIROPRACTIC ASSOCIATION  
FALL CONFERENCE  
AND TRADE SHOW**

**PRACTICE LIKE  
A ROCKSTAR  
JOIN THE GCA TOUR!**

**OCTOBER 21-23, 2016  
WESTIN ATLANTA PERIMETER NORTH**

**GCA CE LINE-UP > RIEKEMAN,  
CARRICK, MURPHY, MAGGS,  
GRAVANTE, TALCOTT,  
ROBERTS, WATKINS, VILLINES  
ON THE NON-CE STAGE > DUPERON,  
MAULE, OBERMAN, BUCHANAN**



**Georgia  
Chiropractic  
Association**

# SCHEDULE

## FRIDAY, OCTOBER 21

7:00am – 5:00pm	Registration open
8:00am – 8:00pm	Trade show open
8:00am – 9:00am	Jurisprudence
9:00am – 1:00pm	Risk Management
9:00am – 1:00pm	Business Building
1:30pm – 3:00pm	GCA Annual Meeting
3:00pm – 6:00pm	Clinical Science
3:00pm – 6:00pm	Business Building
6:00pm – 8:00pm	VIP Meet & Greet

## SATURDAY, OCTOBER 22

7:00am – 5:00pm	Registration open
8:00am – 5:00pm	Trade show open
8:00am – 5:00pm	Clinical Science
8:00am – 5:00pm	C.A. Class
12:00pm – 1:00pm	President's Luncheon & Awards Ceremony
5:00pm – 6:00pm	GCA PAC meeting

## SUNDAY, OCTOBER 23

8:00am – 12:00pm	Trade Show Open
8:00am – 12:00pm	Clinical Science
8:00am – 12:00pm	C.A. Course
8:00am – 12:00pm	Business Building

**REGISTER ONLINE AT**  
**www.gachiro.org**



## IT'S THE HOTTEST TICKET IN TOWN!

Get ready to party with your fellow chiropractic ROCKSTAR VIPs at the Georgia Chiropractic Association's 104th Annual Fall Conference & Trade Show, Oct. 21-23 at the Westin Atlanta Perimeter North.

### JURISPRUDENCE

**Georgia Rules & Regulations**  
**Friday, October 21, 8:00am-9:00am**  
**Mary Watkins, D.C. & Aubrey Villines, J.D.**  
Explore new laws and rules that affect the practice of chiropractic in Georgia.

### RISK MANAGEMENT

**Protecting Your Practice in an Over-Regulated World**  
**Friday, October 21, 9:00am-1:00pm**  
**Ty Talcott, D.C.**  
*Sponsored by HIPAA Compliance Services*  
This course will simplify the implementation and maintenance of an appropriate HIPAA compliance program in the typical chiropractic clinic.

### CLINICAL SCIENCE

**Philosophy**  
**Friday, October 21, 3:00pm-6:00pm**  
**Guy Riekeman, D.C.**  
*Sponsored by Life University*  
Experience the power of chiropractic like never before with Life University President Dr. Guy Riekeman

**The Path to Metabolic Enlightenment**  
**Saturday, October 22, 8:00am-12:00pm**  
**Lorraine Gravante, D.C.**  
*Sponsored by Xymogen*

Learn methods for attracting patients to your practice by applying a functional medicine approach consisting of diet, limited supplementation and lifestyle change. This course utilizes nine cases studies for a simple yet profound program to treat a wide range of chronic issues, including arthritis, adrenal fatigue, metabolic syndrome and PCOS/infertility.

### Introduction to Functional Neurology & Movement Disorders

**Saturday, October 22, 8:00am-5:00pm**  
**Ted Carrick, D.C.**  
*Sponsored by The Carrick Institute*  
Explore this exciting approach to patient care with the world-renowned Dr. Ted Carrick.

### Pain & Inflammation

**Saturday, October 22, 8:00am-5:00pm**  
**Sunday, October 23, 8:00am-12:00pm**  
**Dan Murphy, D.C.**  
*Sponsored by Nutri-West Blue Ridge*  
Learn the three basic types of pain and the physiological basis for each, along with the inflammatory cascade and the anti-inflammatory cascade. Along with spinal manipulation, this course will touch on the nutritional aspects as well, including the use of curcumin, resveratrol and Vitamin D.

**Become the High School Sports Doctor in Your Community**  
**Saturday, October 22, 1:00pm-5:00pm**  
**Sunday, October 23, 8:00am-12:00pm**  
**Tim Maggs, D.C.**  
*Sponsored by Foot Levelers*

Learn how to perform the best biomechanical exam out there today! You'll come out of this session understanding the three stages of injuries athletes suffer and how to appropriately treat them. Become the master of muscular injuries!

**Enhance Clinical Results with Homeopathy**  
**Sunday, October 23, 8:00am-12:00pm**  
**Marge Roberts**

*Sponsored by Newton Homeopathics*  
Increase your homeopathic knowledge base. Examples of adjunctive homeopathic use for various conditions will be discussed, along with common homeo-





pathic terminology. This course will equip you to better communicate with your patients who use homeopaths.

## CA PROGRAM

### Medicare & Insurance

Saturday, October 22,

8:00am-5:00pm

**Dr. Mark Cotney, D.C. and Laurie Simpson, C.C.A., C.C.C.P.C.**

This day-long seminar will go over reasons for denials and reviews, documentation, coding, billing, cash plans and more.

### Team Building

Sunday, October 23,

8:00am-10:00am

**Laurie Simpson, C.C.A., C.C.C.P.C.**

Kick the day off with a series of team-building exercises designed to help benefit your practice.

### X-Ray Positioning

Sunday, October 23, 10:00am-12:00pm

**Kevin Lewis, R.T.**

Brush up on X-Ray skills and go over proper positioning in this refresher course.

## BUSINESS BUILDING

Do you already have some or all of your CE credits for the year? We've got something for you, too - our NEW, FREE business-building track! Turn up your practice volume with these non-CE courses designed to help you LEARN and EARN.



### Depositions, Court Testimony & PI Reimbursement

Thursday, October 20, 7:00pm-9:00pm

**An expert round table discussion**

Uncover the secret to successful PI case resolution - from testifying through collection.

### Easy New Patients

Friday, October 21, 9:00am-1:00pm

**Ryan Maule**

*Sponsored by Integrity Doctors*

You'll go over print marketing, SEO, Google, Facebook, Twitter... everything you need to know to gain new patients.

### Grow Your Practice Now: How to Increase Your Patient Base and Create More Profits

Friday, October 21, 3:00pm-6:00pm

**EMMY® award-winning Dr. Shawne Duperon**

*Sponsored by Cryoderm*

Learn how to leverage your personal charisma, social media tactics and traditional media engagement to amplify your practice's reach.

### Employment Law

Sunday, October 23, 8:00am-10:00am

**Stuart Oberman, Esq.**

*Sponsored by Oberman Law Firm*

Touch on topics like practice management, OSHA, cyber security, employee embezzlement and more.

### Financial Advice

Sunday, October 23, 10:00am-12:00pm

**Ryan Buchanan, CFP**

Retirement planning? Go over the basic information you need to gain control of your finances.

# BACKSTAGE PASS

## All-Access VIP Meet & Greet

Friday, October 21, 6:00pm-8:00pm

Are you a '50s crooner? A '60s heart-throb? An entire '80s hair band? Let out your inner ROCKSTAR at our new and improved Welcome Reception! In addition to more access to top vendors, meet a select groups of M.D.s and attorneys who know the value of chiropractic and want to build referral relationships with our GCA rockstars! Free for conference attendees. **Must be pre-registered.**

## President's Luncheon & Awards Ceremony

Saturday, October 22, 12:00pm-1:00pm

Take a break between classes and enjoy lunch while we recognize our 2016 award recipients. One lunch ticket is included for 20-hour and C.A. registrations, or may be purchased for \$35.

# HOTEL

Westin Atlanta  
Perimeter North  
7 Concourse Pkwy NE,  
Atlanta, GA 30328  
770-395-3900

[www.westinatlantanorth.com](http://www.westinatlantanorth.com)

SAME GREAT PLACE AS LAST YEAR!

# SPONSORS



Book your rooms by Sept. 21 to receiving the special conference rate, starting at \$119/night + tax. This rate may not be available after Sept. 21. The GCA discount is subject to availability. Visit [starwood-meeting.com/Book/Gachiro](http://starwood-meeting.com/Book/Gachiro) to book your hotel room online at the GCA special rate.

**Georgia Chiropractic Association**

1926 Northlake Parkway

Suite 201

Tucker, GA 30084-7069

RETURN SERVICE REQUESTED

*\*Early bird registration cut-off is September 23rd. Pre-registrations are accepted through Monday, October 17th - after this date, registrations will only be accepted onsite.*

# REGISTRATION

**GCA MEMBER | NON-MEMBER**

	*Early Bird	Regular Fee	*Early Bird	Regular Fee	TOTAL
<b>DOCTOR OF CHIROPRACTIC</b>					
<input type="checkbox"/> <b>20-HOUR PROGRAM</b> All CE classes and Saturday luncheon	\$225	\$250	\$340	\$375	_____
<input type="checkbox"/> <b>15-HOUR PROGRAM</b> 3 Clinical hours on Friday and 12 Clinical hours Saturday and Sunday	\$210	\$230	\$285	\$315	_____
<input type="checkbox"/> <b>12-HOUR PROGRAM</b> 12 Clinical hours on Saturday and Sunday only	\$190	\$210	\$260	\$285	_____
<input type="checkbox"/> <b>8-HOUR PROGRAM</b> Georgia Laws & Rules, 4 Risk Management and 3 Clinical hours	\$135	\$160	\$185	\$205	_____
<input type="checkbox"/> <b>5-HOUR PROGRAM</b> 1 Georgia Laws & Rules and 4 Risk Management Hours on Friday	\$90	\$110	\$125	\$135	_____

<b>STUDENTS</b>					
<input type="checkbox"/> All CE classes only	FREE	\$25	\$35	\$45	_____

<b>CHIROPRACTIC ASSISTANT PROGRAM</b>					
<input type="checkbox"/> Saturday and Sunday education, Saturday luncheon	\$65	\$85	\$110	\$135	_____

<b>BUSINESS BUILDING</b> FREE Non-CE Classes (You Must Pre-Register!)					
<input type="checkbox"/> Depositions, Court Testimony & PI Reimbursement		10/20	7:00pm-9:00pm		
<input type="checkbox"/> Easy New Patients		10/21	9:00am-1:00pm		
<input type="checkbox"/> Grow Your Practice Now: How to Increase Your Patient Base and Create More Profits		10/21	3:00pm-6:00pm		
<input type="checkbox"/> Employment Law		10/23	8:00am-10:00am		
<input type="checkbox"/> Financial Advice		10/23	10:00am-12:00pm		

<b>PRESIDENT'S LUNCHEON &amp; AWARDS CEREMONY</b>					
<input type="checkbox"/> _____ Tickets				\$35	_____

## PRESIDENT'S LUNCHEON & AWARDS CEREMONY

**Check here if you plan to attend the Saturday luncheon, and choose which option you prefer:**

Attending     Chicken: \_\_\_\_\_ or  Vegan: \_\_\_\_\_

Not attending

Please note any dietary restrictions here: \_\_\_\_\_

### ATTENDEE INFORMATION

*Only one registration (Doctor, CA or Student) per form. Make additional copies as needed.*

Name: \_\_\_\_\_

Badge Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Spouse/Guest Name: \_\_\_\_\_

### PAYMENT INFORMATION

Amount Enclosed: \$ \_\_\_\_\_

Check Amount: \$ \_\_\_\_\_

Credit Card:  Visa  MC  AmEx  Discover

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security code: \_\_\_\_\_

Billing Address of Credit Card: \_\_\_\_\_

Authorized Signature of Cardholder: \_\_\_\_\_

### MAIL OR FAX TO

Georgia Chiropractic Association  
1926 Northlake Pkwy., Suite 201  
Tucker, GA 30084-7069

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www.gachiro.org